



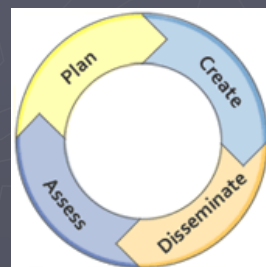
TalkingQuality: A Guide to Reporting Comparative Information on Quality

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June 14, 2010



What Is TalkingQuality?

- ▶ AHRQ's comprehensive guide to planning and implementing a quality report **for consumers**
- ▶ Covers the reporting cycle: "Soup to Nuts"
 - Planning the project
 - Selecting measures
 - Translating data into information
 - Explaining the content
 - Motivating use of the information
 - Promoting the report
 - Distributing the report
 - Evaluating the report



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Depth As Well as Breadth

Translate Data Into Information

- ▶ Why Good Presentation Matters.
- ▶ Generating Scores that Show Differences in Performance.

▶ Describing Measures in User-friendly Ways.

- ▶ Organizing Measures To Reduce Information Overload.

- ▶ Choosing a Point of Comparison.

- ▶ Displaying the Data.

- ▶ Taking Advantage of Web Functionalities.

- Label Measures in Plain English
- Define Complex Measures
- Explain Why the Information Matters
- Describe How the Plan or Provider Can Influence the Measure
- Explain What's Better: A High Score or a Low Score
- Describe (and Legitimize) the Source of the Data
- Present Only Essential Information on Technical Issues and Caveats

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Anticipated Users

- ▶ Community quality collaboratives
- ▶ State agencies
- ▶ Health care quality organizations
- ▶ Employers and their coalitions
- ▶ Provider associations
- ▶ Health systems
- ▶ Health plans

- ▶ But not consumers:
They're YOUR audience



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Designed to Meet Range of Information Needs



New to
public
reporting



Some experience
with reporting
and/or
knowledge of
best practices in
reporting



A great deal of
experience with
reporting and/or
knowledge of
best practices in
reporting

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Why Use TalkingQuality?

- ▶ To use your resources more efficiently
- ▶ To relieve the burden of reinventing the wheel
- ▶ To do a better job of reporting on quality
 - For consumers
 - For health care providers
- ▶ To move the field forward

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Key Features for CVEs

The screenshot shows the TalkingQuality website interface. The left sidebar contains a navigation menu with the following items: Home, Make the Case, Plan, Create, Disseminate, Assess, About TalkingQuality, Resources, Report Card Compendium, and Contact Us. The main content area is titled 'How to produce effective reports' and includes sections for 'Plan your reporting project', 'Create your report', 'Disseminate your report', and 'Assess your reporting project'. A circular diagram illustrates the process flow: Plan -> Create -> Disseminate -> Assess -> Plan. On the right side, there is a 'Spotlight' section and a 'Your Project Checklist' section. The 'Check out real reports' section is also highlighted. The URL 'www.talkingquality.ahrq.gov' is displayed at the bottom.

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Make the Case for Consumer Reporting

- ▶ The Problems With Health Care Quality
- ▶ Public Information as Part of a Multipronged Strategy
- ▶ Arguments Against Consumer Reporting
- ▶ Arguments in Support of Consumer Reporting

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Your Project Checklist

You are here: [Home](#) > Your Project Checklist

Your Project Checklist

The checklists below are designed to help you plan and manage your quality reporting project.

- Share them with your team as you work through the process of planning and implementing your project.
- Save the Word versions of these checklists to your computer so you can use them to keep track of what you know, what you need to find out, what you have done, and what you want to do.

For help with PDF format, go to [PDF Help](#). To download a viewer program for Word format, go to [Word Viewer](#).

Download the complete checklist. ([Word](#), 455 KB; [PDF](#), 508 KB)

To download checklists on a specific topic, select the links below:

Plan Your Reporting Project

- Your Audience ([Word](#), 41 KB; [PDF](#), 108 KB)
- Your Objectives ([Word](#), 39 KB; [PDF](#), 120 KB)
- The Health Care Environment ([Word](#), 48 KB; [PDF](#), 115 KB)
- Your Partners ([Word](#), 47 KB; [PDF](#), 114 KB)
- The Subject of Your Report ([Word](#), 50 KB; [PDF](#), 119 KB)
- Quality Measures ([Word](#), 43 KB; [PDF](#), 112 KB)
- Your Role as a Sponsor ([Word](#), 42 KB; [PDF](#), 110 KB)
- Paying for the Project ([Word](#), 42 KB; [PDF](#), 111 KB)
- Managing the Project ([Word](#), 44 KB; [PDF](#), 114 KB)
- Gaining Trust of Providers and Plans ([Word](#), 42 KB; [PDF](#), 109 KB)
- Testing Report Materials ([Word](#), 43 KB; [PDF](#), 123 KB)
- Planning Your Evaluation ([Word](#), 42 KB; [PDF](#), 111 KB)

Download all checklists for this section. ([Word](#), 194 KB; [PDF](#), 317 KB)

Translate Data Into Information

- Showing Differences in Performance ([Word](#), 44 KB; [PDF](#), 119 KB)
- Describing Measure ([Word](#), 47 KB; [PDF](#), 119 KB)
- Organizing Measures ([Word](#), 38 KB; [PDF](#), 110 KB)
- Choosing a Point of Comparison ([Word](#), 45 KB; [PDF](#), 116 KB)
- Displaying the Data ([Word](#), 42 KB; [PDF](#), 119 KB)

Choose a page to download.

Each checklist includes:

- Summary of key points
- Links to relevant pages in TalkingQuality
- List of questions to answer and tasks to do

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Health Care Report Card Compendium

You are here: [Home](#) > Report Card Compendium

[FAQ](#) | [Site Map](#)

Health Care Report Card Compendium

Review this list of comparative quality reports to find out who's reporting, what they report, and how they present the information. Learn more [About the Report Card Compendium](#).

There are 201 report cards in the list.

Displaying 1-10 of 201 Page 1 2 3 4 5 [View All](#)

Sponsor: About, Inc.
Title: UCompare HealthCare
Subject: Hospital
Synopsis: Report on quality and other characteristics of hospitals around the country.
URL: <http://www.ucomparehealthcare.com/>
[Profile of report](#)

Sponsor: About, Inc.
Title: UCompare HealthCare
Subject: Nursing home
Synopsis: Report on quality and other characteristics of nursing homes around the country.
URL: <http://www.ucomparehealthcare.com/>
[Profile of report](#)

Sponsor: Alliance: Cooperative for Health Insurance Purchasing (CHIP)

Refine the list of report cards by

Subject [GO](#)
Location [GO](#)
Sponsor type [GO](#)

Limit the list of report cards to

- ☐ Data on clinical quality [\(176\)](#)
 - ☐ Data on patient experience [\(107\)](#)
 - ☐ Data on patient safety [\(27\)](#)
 - ☐ Data on price or cost [\(46\)](#)
 - ☐ Reports available online [\(124\)](#)
 - ☐ Reports for Medicaid audience [\(41\)](#)
 - ☐ Reports available in multiple languages [\(16\)](#)
- [Clear All](#)

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Easy Access to Useful Resources

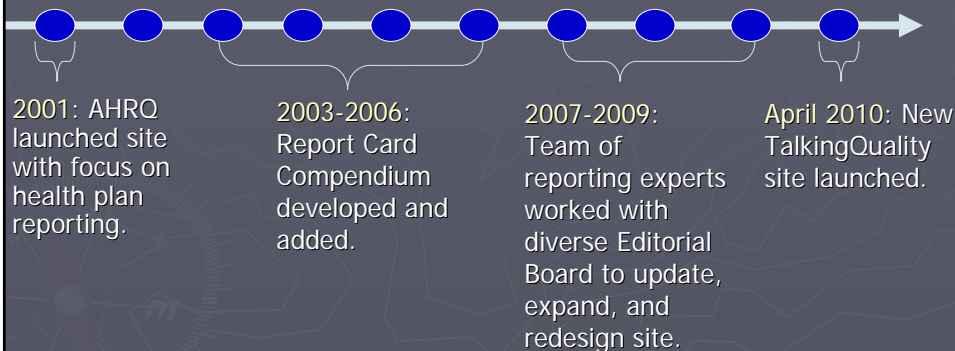
- Tips on Writing a Quality Report
- Tips on Designing a Quality Report
- The Purpose and Process of Cognitive Testing
- Key Quality Initiatives
- Bibliography
- Related Reports and Web sites

► Home
Make the Case
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Contact Us

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Evolution of TalkingQuality



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Questions?

- ▶ Contact us at TalkingQuality@ahrq.gov
- ▶ Contact me at:
 - lise@severyngroup.com
 - 703-723-0951

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